**ABSTRACT**

The family business as a kind of organization, identifies a series of interactions arise from its complex from the overlap of family size and business nature, but this reflection is based on watching this as a type of organization as a field of study and under the gaze of organizational Studies. This paper is aimed to observe the organization of family nature sells educational services. Looking deeply into the dynamics that weaves between the family and the company in a particular time and space, by setting specific practices that are configured in their management based on the expected behavior of the family towards the achievement of company objectives.